



COUNTY OF LOS ANGELES

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February 5, 2007

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H. *Jeff Fielding*
Director and Health Officer

SUBJECT: **SYPHILIS AND OTHER STD CONTROL EFFORTS**

On June 13, 2006, your Board approved a motion by Supervisors Yaroslavsky and Molina to develop and implement a comprehensive strategy directed at prevention and intervention of syphilis and other sexually transmitted diseases (STDs).

In late June, I provided your deputies with a draft report for consideration in the budget deliberations. During July and August 2006, we refined the plan in consultation with the Board offices. On September 20, 2006, I provided your offices with the final report with a comprehensive strategy, media campaign, budget and timeline. On September 26, 2006, as part of the supplemental budget, the Board approved funding of \$700,000 provided by Supervisor Yaroslavsky's funds for this fiscal year. Combined with the \$500,000 in one-time savings identified by the Department, we had enough funding to begin implementation of the project. On November 20, 2006, I provided your Board with the first status report. This is the second status report to your Board.

The current status of each of the key components of the program is as follows:

SOCIAL MARKETING PLAN

Background and Accomplishments To Date

- The STD Program has completed the Scope of Work, Budget, and Budget Justification for a single vendor contract with Fraser Communications, to coordinate both the Women of Color and the Men who have Sex with Men (MSM) social marketing campaigns.

- On December 5, 2006, the first meeting of the MSM Community Advisory Group (CAG) was held and attended by representatives of nine community organizations, public agencies, and local businesses serving MSM in LA County. The meeting included an overview of current syphilis trends among MSM in LAC and of the social marketing campaign plan, and discussion of campaign-related ideas and issues. An email was sent out to all participants on January 17, 2007 to update them on plan activities and to enable participating agencies to obtain remaining Stop the Sores materials to use while Fraser Communications is developing new social marketing concepts, as well as materials on the inSPOTLA partner notification website. The STD Program has also created a dedicated page for CAG members to access meeting information and topical data and materials: http://www.lapublichealth.org/std/msm_cag.htm
- On November 13, 2006, the first plenary meeting of the Women of Color Community Advisory Group (CAG) was held and attended by representatives of more than 20 agencies. Participants signed up for four different work groups (social marketing materials and concepts review, social marketing-related outreach and recruitment, capacity building and fundraising, and HPV immunization).
- Subsequently, the outreach and recruitment subcommittee met on December 12, 2006 and January 23, 2007, with representation from approximately 12 agencies. The work group meetings discussed the overall social marketing plan and schedule, and reviewed draft focus group recruiting plans and materials, a draft focus group discussion guide, and potential outreach venues.
- The STD Program has also created a dedicated page for CAG members to access meeting information and topical data and materials: <http://www.lapublichealth.org/std/woc.htm>

Next Steps

- We expect to file a Board letter for a sole source contract with Fraser Communications for Board approval in February.
- The STD Program continues to work with Fraser Communications to plan focus groups for all target populations and other formative research activities including review of other campaigns and key informant interviews. These activities will be initiated immediately following Board approval of the sole source contract.
- Upcoming meetings of the Women of Color CAG include the first meeting of the HPV immunization workgroup on February 6, 2007, and the next meeting of the outreach and recruitment workgroup on February 12, 2007. The plenary group will convene again after the Fraser focus groups are held, which is likely to be in early March.
- The STD Program is also working with Emmis Radio Corporation to conduct an additional four focus groups of listeners from the radio station *Power 106*, which will have substantial application to the Women of Color social marketing campaign. These groups will be conducted within the next month.

- As previously noted, the STD Program will continue to distribute materials from both Stop the Sores and in SPOTLA, as an interim means to promote syphilis testing and STD/HIV partner notification.
- The CAG will meet in upcoming weeks to form focus groups to develop a syphilis prevention social marketing campaign and other syphilis prevention strategies.

CASE FINDING AND TREATMENT

Background and Accomplishments To Date

- The STD Program has initiated recruitment to fill the following 11 positions.
 - 1 Public Health Investigator Manager (began work 2/1)
 - 5 Public Health Investigators (5 candidates selected; start dates pending)
 - 3 Community Services Counselors (interview conducted on 11/28/06)
 - 1 Research Analyst III, Internet Interventions (began work 2/1)
 - 1 Student Professional Worker (interview date to follow)

Screening

- OAPP has received approval to administratively augment an existing agreement with the AIDS Healthcare Foundation to increase Syphilis screening.

Next Step

- The Letter of Intent (LOI) was developed by the STD Program issued four community based agencies that provide STD clinical services to expand and enhance case finding and treatment services submitted proposals. Funding will be used to implement a new community-based public health investigation model utilizing community workers recruited from the affected communities. The agencies must provide services to a minimum of 100 early syphilis cases per year. We expect to present agreements to the Board for this service in March.

I will provide you with another report in 30 days. In the meantime, if you have any questions or need additional information, please let me know.

JEF: js
PH:606:015-7

c: Chief Administrative Officer
County Counsel
Executive Officer, Board of Supervisors